

NEW YORK, SUNDAY, AUGUST 2, 1914.—Copyright, 1914, by the Sun Printing and Publishing Association.

## REAL ESTATE MARKET NEWS AND COMMENT

LATEST REALTY  
MARKET TRADINGBrowning Buys 72d Street Dwelling—  
Buyers Found for Bronx Realty  
--Doings in the Suburbs

Edward W. Browning has bought the dwelling at 247 West Seventy-second street from J. W. Finch of Glens Falls, N. Y. It is a four-story and basement house on lot 25x100 between Broadway and West End avenue. What plans Mr. Browning has for the dwelling are not known. It is presumed that the house will be removed and a twelve-story apartment hotel erected on the site. If this is his intention it will be the third apartment hotel to be built by him on West Seventy-second street. He is now preparing to erect an apartment hotel at 118 West Seventy-second street, which is in the block between Columbus avenue and Broadway, and at 43 West Seventy-second street, which is between Columbus avenue and Central Park West.

## SALE OF HARLEM FLAT.

WEST NINTH STREET—Ennis & Sincet have bought, through D. H. Scully & Co. from Edward J. Moore, the property at 17 West Ninth street, a five-story flat, on lot 25x100.

## BRONX PLOT BUYERS.

EAST NINTH STREET—Minnie Pfeiffer has sold to Arthur Widmayer, for investment, 414 East Ninth street, a three-story dwelling, on lot 18.8x100.

CROTONA AVENUE—A. I. Shapiro has sold for A. E. Clark a plot, 32x90, on Crotona avenue, 40 feet south of Fairmount place, to M. Heller.

LACONIA AVENUE—The Monaquet Real Estate Company has sold to Nicholas Chmielewski the plot, 39x10x105, on the west side of Laconia avenue, 25 feet north of 232d street.

EAST 223D STREET—The W. M. Realty Company has sold the lot, 26x90, on the south side of 223d street, 79 feet east of Carpenter avenue, to H. J. Berinsky and Herman L. Rosenthal, who have resold the property to Patrick M. Burke.

## BROOKLYN HOUSE SALES.

The Sinauer Realty Company has

sold for P. H. Connell the plot, 50x100, and a two-story dwelling on the west side of Dahlgren place, 752 feet south of Ninety-second street, to a client for investment.

James M. Hawley has sold 18 Schaeffer street for R. A. Schlesing to Anna M. McFerris for dwelling purposes, also 1716 Hiram street for John Derrmann to John Weimann for \$9,300, all cash.

The Meister & Bache Realty Company has resold 267 Thirty-six street, a four-story apartment house, on plot 25x100.

The four-story and basement brownstone dwelling at 164 Schermerhorn street, has been sold by Studwell & Burkhardt, as brokers, for Louis I. Grimes to Geoffrey H. Bachman for occupancy.

## JAMAICA CORNER SOLD.

The old Crawford Hotel, 700 the corner of Fulton and North Washington streets, Jamaica, passed into the possession of John McGloin and John M. Wilson at a price which has aroused great interest in realty circles. About fifteen years ago the Kaiser family, consisting of John and Sarah and their son Joseph, purchased the Richard Brush estate, a frontage of 40 feet on Fulton street, extending back 350 feet on North Washington street, for \$14,500. McGloin and Wilson have contracted to pay \$50,000 for the corner running 40 feet on Fulton street, and 51 feet on North Washington street. Prior to this the Kaisers sold twelve lots fronting on North Washington street at an average of \$600 a lot. Thus their fifteen-year investment has brought them in something like \$72,000. They retain a mortgage for \$28,000 on the small corner lot, which is almost twice what they paid for the entire tract.

## NEWARK HOUSE SALE.

Feist & Feist have resold for Louis E. Goldfarb a house in the Rose Villa tract, located on the west side of Peck avenue 63 feet south of Second avenue. It is a two and a half story modern Colonial structure, containing eight rooms and every convenience. The plot measures 34 feet front and has a depth of 100 feet. Harrison B. Sargent is the buyer.

Rockefellers to Replace City's First  
Skyscraper With Low Arcade Building

INSTEAD of replacing the Tower Building at 50 Broadway, the first skyscraper in New York, with another tall building the Standard Oil Company, which bought the Tower property and the building adjoining some time ago, is to improve the combined site with a comparatively low building, with an arcade running through from Broadway to New street. When the Standard Oil bought this property it was thought that the land would be improved with a tall building; in fact it was believed that the Rockefeller would get real sensational and erect a building that would extend skyward further than any other building in the city.

Instead it will be only four stories. The Standard Oil Company is aware of the office renting situation downtown and is not going to put money into a building which will not show immediate

return. That is not their way of doing business. The building will be four stories until such times as the demand for office space in the financial district warrants the erection of additional floors. The building will be known as the Standard Arcade. The arcade will be 20 feet wide and 73 feet high. On each side will be stores. At the Broadway end of the street floor will be a restaurant. New street is the only street in the financial district which has stores. On all other thoroughfares the street level of buildings has been used by banks and brokers. On the three floors over the arcade will be offices. Every office will have outside light.

The facade of the building will be stone and iron in a frame of white marble columns, which will support an entablature of Roman Doric design. Over the Broadway entrance to the arcade will be a large clock. The in-

terior of the building will be chiefly marble. Along the halls will be a wainscoting seven feet high. It will be one of the novel buildings of the downtown district. Land there is so high priced that intensive building has been necessary to bring return on the money put into sites. The Standard Oil Company is one of the few concerns that could afford to erect on land worth about \$1,500,000 a building anything less than a skyscraper.

There are few arcades in New York. Other cities have gone into this sort of building much more strongly than New York. In European cities there are many arcade buildings. Western cities also have made popular arcades. H. Craig Severance and William Van Allen have drawn the plans for the building. Hurton Thompson has been appointed the renting agent for the Standard Oil Company.

## \$1,000,000 BUILDING WEEK.

Brooklyn Builders File Plans for 148 New Structures.

An expenditure of more than a million dollars for new construction work is called for by plans filed with the Brooklyn Bureau of Buildings during the past week. The exact figures are \$1,231,450. The improvements are almost evenly divided among three classes of construction. Of the 148 buildings twenty-nine are tenements, which will cost \$423,500; 96 small dwellings, to cost \$428,850; and twenty-three miscellaneous structures, to cost \$379,100. With alterations the total is increased to \$1,591,500.

Although the cost of the three groups is about the same small dwellings exceed in point of number. Of the ninety-six a row of eighteen two-story brick houses, to cost \$54,000, will be erected by the Bivens Construction Company on the east side of West Ninth street, 118 feet south of Avenue I. The Bush Building Company will build nine two-story frame, one family houses on the south side of East Thirty-fifth street, between Avenue B and Brooklyn avenue, each costing \$4,000, on a plot fronting 150 feet on the street. William Shapiro will build seven two-story frame, two family dwellings on the south side of Seventy-seventh street, 100 feet east of Thirtieth street, at a total cost of \$28,800. The R. Vanderveer Company will improve the east side of Thirtieth street near Forty-fourth street with six three-story stores and dwellings at an expenditure of \$24,000.

On the south side of Prospect place west of Brooklyn avenue, Henry Healy plans to build two four-story brick tenements costing \$30,000 each. The Howland Investing Company will spend \$30,000 for five three-story stores and tenements to occupy a plot 100x100 feet on the east side of Ralph avenue north of Sterling place. The Miller Berg Realty Company plans to build four four-story brick tenements costing \$120,000 on a plot 200x100 feet on the east side of East Thirtieth street south of Coney avenue.

Among the miscellaneous structures planned are three factories. The Champlain Silk Mills will spend \$100,000 for a four-story brick factory to cover the block front on Vandervoort avenue between Anthony and Lombardy streets, Greenpoint. The Greats Manufacturing Company will spend \$80,000 for a seven-story brick factory to occupy a site about 75x100 feet on the northwest corner of Berry and South First streets, Williamsburg. E. M. Adelson will erect a four-story brick factory, 96x100 feet, on the northwest corner of Belmont avenue and Junius street, East New York, at a cost of \$60,000. A new two-story brick factory costing \$2,500 will be erected in the same corner on the west side of New Jersey avenue 75 feet south of Pitkin avenue.

## BUILDING QUEENS FLATS.

Largest Structure of the Kind Planned—Many New Homes.

For permits to erect new buildings in Queens there were 103 applications last week for an estimated cost of \$368,250. The largest tenement house yet erected in Long Island City will be the one that the Ponoma Construction Company is to build at Webster and Sixth avenues. It will be five stories, will accommodate forty families and will cost \$60,000. Other similar tenements will be erected by the same company adjoining as soon as the first one is completed. G. N. Matthews will continue his Ridgewood developments by the erection of three-story brick tenements on Madison street near Woodward avenue and on Woodside avenue, at a cost of \$4,000 each. The Charles R. Rose Realty Company will erect four-story brick stores and tenements on Van Alst avenue north of Twelfth street, Long Island City, at a cost of \$12,000. Charles S. Burdick and Berwerner will erect four-story brick stores and tenements on the Fresh Pond road north of Myrtle avenue, Ridgewood, at a cost of \$20,000.

Additions are being made by factories in the section of the borough to meet the increasing demand upon them. The Williamsburgh Copper Manufacturers of tobacco supplies at Park and Ashtland avenues, Richmond Hill, will erect two units, each three stories and of brick, at a cost of \$12,000. The National Enamel and Stamping Company, located at Creek street and the Long Island Railroad in Long Island City, and the Arthur Muller Foundry, at Grand street and Long Island Railroad, Richmond Hill, will make important additions.

The Eldora Building Company will erect one and one-half story dwellings on Grafton avenue east of Woodhaven avenue, Woodhaven, at a cost of \$12,000. The Standard Oil Company will erect two-story dwellings on Thirtieth avenue north of Fulton street, Woodhaven, at a cost of \$2,200; George Ralston will erect two and a half story dwellings on Eastwood avenue south of St. Albans place, Jamaica, at a cost of \$2,000 each; and Thomas J. Smith will erect two and one-half story dwellings on Ninth street south of Avenue D, College Point, at a cost of \$2,000 each.

The Innovation Homes Improvement Company will erect a large number of two-story brick dwellings on Vandervoort avenue north of Atlantic avenue, Woodhaven, at a cost of \$2,500 each.

## RUSH TERMINAL LEASE.

Deering, Milliken & Co. dry goods, have leased within the last week 2,000 additional square feet of space in building 2 at Rush Terminal, Bloom & Keller, ladies' and children's hats, have leased 10,000 additional square feet in building 3, while similar growth has compelled the French Kreuze Company to add 6,000 square feet to its space in building 7.

## LOAN SOCIETY EXPANDS.

Demand in L. I. City for Money Causes New Department.

The Long Island City Building and Loan Association has been led to consider new plans of operation by the demand being created for money for the erection of modern housing accommodations and the rapid development of the Long Island City section. This institution, which has a large capital and thousands of stockholders, is one of the oldest of its kind in the State. A meeting to be held this week of the directors of which a proposition of creating income shares which will offer opportunity for investment of money at a specified rate of interest will be presented and a proposition for the association to accept money on deposit for which a certain specified rate of interest will be paid. These propositions, if accepted, will make the association practically a savings bank.

The conditions of the association and those existing in the Long Island City district have been investigated by the State Banking Department and it has given its consent for the association to enter on this new field with the consent of the stockholders. This will make two savings institutions in the district and add largely, it is believed, to the capital available for development purposes.

An investigation which was made shows there is a larger percentage of residents who have savings accounts in the Long Island City district than in any other similar district in New York City. This is due in a large measure to the steady employment given to the people by the many industries there.

## NEW DOUGLSTON SCHOOL.

\$120,000 to Be Spent on Structure to Replace Old One.

Douglston is to build a school house on the site of the present one, which is not large enough to accommodate the increasing number of pupils in the fast growing home section. The authorities, and in practice no street is ever legally finished until the last home on it is built.

One of the members of this commission was sent to Germany to study city planning and at the expense of New York City for the sole purpose that the commission might benefit from the experience and practice of Germany, where city planning and maintenance has been developed as a science for generations. However, reading a sentence like the one cited, one is entitled to draw one's own conclusion that the results of this commission will rather be detrimental to the welfare of New York than beneficial.

Having been affiliated for many years with German municipalities prior to my twelve years activity in New York, I had recently the opportunity to discuss

ZONE SYSTEM NEEDED  
TO BALANCE CITYWould Increase Health, Comfort and  
Convenience of Public--Expert's  
Views on Proposed Regulation.

By FRANK KOESTER.

The recent failure of the Clinker concern was partly due to the shifting of the dry goods district to the upper section of the city, thus leaving this long established concern in the section not much frequented by buyers. This fact is shown by the company's statement, saying that "the unprecedented shifting of trade centers in New York has caused a great loss to many interests. In the case of the H. B. Clinker Company the untoward movement of business has seriously curtailed our wholesale profits and has compelled us to rely mainly on the profits from financing retail stores throughout the country. Their rapidly extending business has occasioned large capital requirements which we have not been able to meet."

One of the largest failures in the mercantile history could have been avoided, directly or indirectly, by the proper city planning. The need of proper zone systems to regulate the location of the various industries and commercial organizations is not generally understood, but those who have made a study of modern city planning agree that with modern conditions the commerce and industry of a city should be regulated in a manner precisely similar to that of the regulation of the different departments of a large manufacturing concern, for a city like New York is nothing more than a big manufacturing enterprise.

The whole purpose of the zone system is to increase the health, comfort and convenience of the public, and in order to accomplish this it is absolutely necessary to have the districts properly arranged. In this plan the object is to give each man for his dollar the greatest value possible in housing and business convenience proportionate to his income; that is to say, the business man of a small income must be given the same quantity of accommodation for the proportion of his income that he can devote to such purpose as is given the business man of large income, the only difference being the quality. Thus a mechanic in renting a six room house should not have to pay for it a greater proportion of his income than the highest salaried manager pays of his income in renting a six room apartment for his family. The difference in actual amount being represented in quality. With the zone system established there is very little shifting of business districts. Once located in a section, it will remain there indefinitely.

While each city has its own problems to solve the classifications must be in accordance with the results to be achieved and with the nature of its activities and business; for example, New York City with its various industries and activities needs a greater number of classifications and greater flexibility in their application than Washington, which is more devoted to administrative and social purposes. Suitable laws must be enacted under which the necessary regulation can be carried out and under which citizens will be protected in their rights and prevented from interfering with the rights of others.

Objections to such regulations will be numerous, but it is only necessary to recall that in sporadic cases such systems of regulations exist and are carried out with even greater severity than may often be necessary. On certain streets, for instance, no commercial traffic is allowed, while in others no peddlers can sell goods. On the other hand a millinery or similar establishment is at liberty at any time to move in and spoil a whole residential block, to be followed shortly by landladies and bootmakers.

In the laying out of districts the objects to be accomplished are the providing of healthful living and working conditions, preventing of congestions and the grouping together of those whose income, tastes and nature of business are generally similar.

To secure the best results a competent civil engineer should be placed in charge of the work and the city should by no means restrict itself to engineers residing in the city itself; it should endeavor to obtain the best and most competent available, either residents or not, as no greater mistakes can be made than to place the work in incompetent hands.

New York at present is contemplating the establishment of a zone system, but if the same procedure is adopted as was the case in connection with the commission on the heights of buildings, which recently published its report, no great beneficial results can be expected. That report is compiled evidently by men not sufficiently familiar with matters of modern city planning, as is evident by the numerous mistakes exhibited throughout the report.

For instance, the following is a quotation from a paragraph on page 100: "In Essen, as in most of Prussia, no man may build upon an unfinished street without express permission of the authorities, and in practice no street is ever legally finished until the last home on it is built."

One of the members of this commission was sent to Germany to study city planning and at the expense of New York City for the sole purpose that the commission might benefit from the experience and practice of Germany, where city planning and maintenance has been developed as a science for generations. However, reading a sentence like the one cited, one is entitled to draw one's own conclusion that the results of this commission will rather be detrimental to the welfare of New York than beneficial.

Further the commission of the heights of buildings has practically but one point in view, that is, regulating the maximum heights of buildings, neglecting of overlooking entirely the regulation of the minimum heights of buildings, which is, from a city planner's point of view, as important as the regulation of the maximum heights of buildings.

Other mistakes have been made in connection with civic improvement when it became the law to remove all obstructions from the sidewalks, lower Manhattan. The advocates of this undertaking no doubt overlooking that the open gratings, whether installed by the city or by the private building owners, should neither be allowed on the sidewalks or should have been removed, for the same reason that other obstructions are being removed, such as show-cases, staircases, etc. In fact the open gratings are more objectionable than the obstructions like show-cases and the like, as the latter can be readily noticed and avoided, but an open grating emitting foul air and dust from the basement of buildings or subways cannot be noticed until it is actually underfoot. Probably a little more acquaintance with modern city planning and civic improvement on the part of those responsible, will start, under better advised administration, a new campaign at the expense of the public to remove gratings, which readily and without much expense should have been taken up with the original clearing off of the sidewalks.

There are but a few items showing the blunders made in recent civic improvement undertakings and it is evident that in case the commission for establishment of zone systems is not better qualified in city planning it will result in decided disadvantages for business and the public in general, in spite of every effort this commission may make to prove to the general public that the policy adopted was the best for the conditions on hand. City planning is not a matter of opinion; it is one of thorough experience and training. It is a science and should be studied in the same degree as any other profession. It is not a job for politicians, but one for experts on the subject.

## DRIVE HOMES FOR OPERATORS.

Klein & Jackson Plan Two Dwellings for 88th Street Corner.

As a preliminary to carrying out their declared intention of erecting sumptuous homes at the north corner of Riverside Drive and Eighty-eighth street, Leo M. Klein and S. Jackson of the realty firm of Klein & Jackson filed plans yesterday for the buildings. The houses will occupy a plot 103.5x122.14, part of a larger plot which Klein & Jackson purchased from the estate of B. Altman. Each building will have a frontage of 47 feet and a depth of 44 feet, and both will be in Colonial style, with the same details. The facades will be of brick, with trimmings of white Vermont marble. There will be a playroom on the top floor of each house. They will be four stories high, House & Goldstone, who planned the buildings, estimate their total cost at \$75,000. To the rear of these houses toward West End avenue Klein & Jackson plan to erect a high class apartment house.

## NEW HEIGHTS APARTMENTS.

Work will probably be started shortly on what will be the largest apartment operation yet undertaken on Washington Heights. The project calls for nine six-story houses to be erected by the Melvin Construction Company on the north side of 160th street and the south side of 161st street, between Port Washington avenue and Riverside Drive. Plans for the new structures have been completed by Harold L. Young, who estimates their cost at \$1,280,000. The property was acquired a couple months ago by the builders from Harris and Maurice Mandelbaum, who a short time previously had purchased the land from the Loyal L. Smith estate.

## TO MAKE OVER 5TH ST. HOUSE.

The four-story dwelling house at 148 West Fifty-seventh street is to be made over into stores and bachelor apartments for Alice B. Barth of Hightsville, Ala. Charles E. Barker is the architect and estimates the cost at \$10,000.

## NEW SPUNKY DUVVIL HOUSE.

The Alonzo-Hudson Company has signed a contract for a hollow tile and brick veneer Colonial house and garage to be put up on their property at Spunk Duvvill by standard Builders, Incorporated. Mann & MacNeill are the architects.

## \$100,000 NEWARK TRADE.

Louis Seidensinger and E. E. Bond & Co. have effected an exchange for David Bramley of the property at 401-403 Clinton avenue. It has a frontage of 53 feet and a depth of 100 feet, and has thereon a four-story brick structure, erected about three years ago, containing stores on the ground floor and apartments above. John Lidgerwood, president of the Lidgerwood Manufacturing Company of New York City, is the buyer. Mr. Bramley has taken in part payment the four two-family houses at 278-280 and 278-277 Hillside avenue, between Hawthorne avenue and Piddle street, each located on a plot 30x100. The transaction involves about \$100,000.

Twenty Story Skyscraper  
Opposite Public Library

The old buildings at 6, 8 and 10 West Fourth street, which have been there for more than fifty years, are to be replaced by a twenty-story thoroughly fireproof office building covering a plot 62.6x100. This property, which is directly opposite the Public Library, was purchased about two years ago by the 8 West Fourth Street Company, Inc., for \$600,000, which is also the approximate cost of the new building.

The building was designed by Starrett & Van Vleck, architects. It will be simple and dignified on the outside, but

the interior will be the last word in building construction. Each floor will be twelve feet in the clear with the exception of the first and third floors, which will be eighteen feet high. This height affords the maximum of light, making every foot of space available. There will be five high speed elevators.

Ewing, Bacon & Henry have been appointed agents for the building and report that they have already closed leases for five entire floors and that negotiations are pending for the leasing of twelve more floors. The building will be open day and night all year round.

